

ABSTRACT

A method and apparatus for conducting electronic commerce wherein a prospective purchaser is given data indicative of a calculated value of a product to the prospective purchaser arising from the prospective purchase and use of the product.

- 5 A prospective purchaser provides application specific information to a supplier via an Internet web page to identify the anticipated conditions of use of a product under consideration. The supplier calculates a value parameter responsive to the application specific information and communicates it back to the prospective purchaser. The value parameter may include, for example, return on investment, pay-back period,
- 10 fuel savings, reduction in operating cost, etc. The value parameters for several alternative products may be compared and a recommended product identified. The application specific information provided by the prospective purchaser may be analyzed to identify further sales opportunities.